

Message Text

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17

ORIGIN COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 /014 R

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STATE/AF/S/DPNCHRISTENSEN (INFO)

AF/S/WEATON

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R 250008Z JUN 75

FM SECSTATE WASHDC

TO AMCONSUL CAPE TOWN

AMCONSUL JOHANNESBURG

INFO AMCONSUL DURBAN

AMEMBASSY PRETORIA

LIMITED OFFICIAL USE STATE 148907

E.O. 11652: N.A.

TAGS: BEXP, SF

SUBJECT: HEALTH CARE CATALOG SHOW

" ERCE, WITH STATE'S CONCURRENCE, PROPOSES TO STAGE A COMMERCE, WITH STATE'S CONCURRENCE, PROPOSES TO STAGE A CATALOG SHOW IN COMMERCIAL LIBRARIES OF CONSULATES IN CAPE TOWN AND JOHANNESBURG. SELECTED THEME IS EQUIPMENT FOR THE HEALTH CARE INDUSTRIES; TENTATIVE DATES ARE DECEMBER 1-5 FOR JOHANNESBURG AND DECEMBER 8-12 FOR CAPE TOWN.

SHOW'S AUDIENCE WILL BE TRADE PRINCIPALLY IMPORTERS, DISTRIBUTORS, DEALERS OF HOSPITAL-MEDICAL EQUIPMENT, HOSPITAL ADMINISTRATORS AND MINISTRY OF HEALTH OFFICIALS. A NON-U.S.G. INDUSTRY TECHNICAL REPRESENTATIVE WILL ACCOMPANY EXHIBIT TO HANDLE VISITOR'S INQUIRIES. SHOWS SEEKS TO ATTRACT 100 TO 150 U.S. MANUFACTURERS TO DISPLAY THEIR COMPANY CATALOGS. PRINCIPAL OBJECTIVE OF EXHIBIT IS TO

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ELICIT S.A. END-USER INTEREST IN FORM OF INDIVIDUAL TRADE

INQUIRIES WHICH ARE FORWARDED TO U.S. MANUFACTURER. FRE-
QUENTLY DIRECT SALES AND INITIATION OF AGENT/DISTRIBUTOR
NEGOTIATIONS ALSO RESULT FROM SUCH A SHOW.

COMMERCE'S GENERAL INSTRUCTIONS ON WHAT IS ENTAILED IN
MOUNTING AND PROMOTING CATALOG EXHIBIT ARE BEING AIRPOUCHED

COPY OF PLANS PACKAGE FROM WHICH COMMERCE'S SPECIAL
ACTIVITIES DIVISION WILL RECRUIT SHOW WILL BE INCLUDED
FOR POST'S INFORMATION.

WASHINGTON IS AWARE THAT SHOW WILL IMPOSE NEW WORKLOAD
FACTOR NOT PRESENTLY IN THE CRAG UPON POSTS. TO FREE
UP NEEDED MAN HOURS, POST SHOULD RECOMMEND MODIFICA-
TIONS IN CRAG. POSSIBLE AREAS FROM WHICH NEEDED RE-
SOURCES MAY BE TRANSFERRED INCLUDE TRADE OPS., BUSINESS
SERVICES, PERSONAL TRAINING AND MONITORING PUBLICATIONS.

POST'S COMMENTS (E.G. CONFLICT OF LOCAL EXHIBIT) ON
TIMING WOULD BE APPRECIATED SOONEST.

COMMERCE WILL KEEP POSTS APPRISED OF RECRUITING EFFORT
AND BUDGETARY INFORMATION AS THESE ARE DEVELOPED.

(DECONTROLLED UPON RECEIPT) KISSINGER

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Message Attributes

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Disposition Authority: CunninFX
Disposition Case Number: n/a
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Disposition Remarks:
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From: STATE
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ISecure: 1
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Margaret P. Grafeld
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Subject: HEALTH CARE CATALOG SHOW " ERCE, WITH STATE'S CONCURRENCE, PROPOSES TO STAGE A
TAGS: BEXP, SF
To: CAPE TOWN JOHANNESBURG
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006